



Introduction to Growth Center



What Is Growth Center?

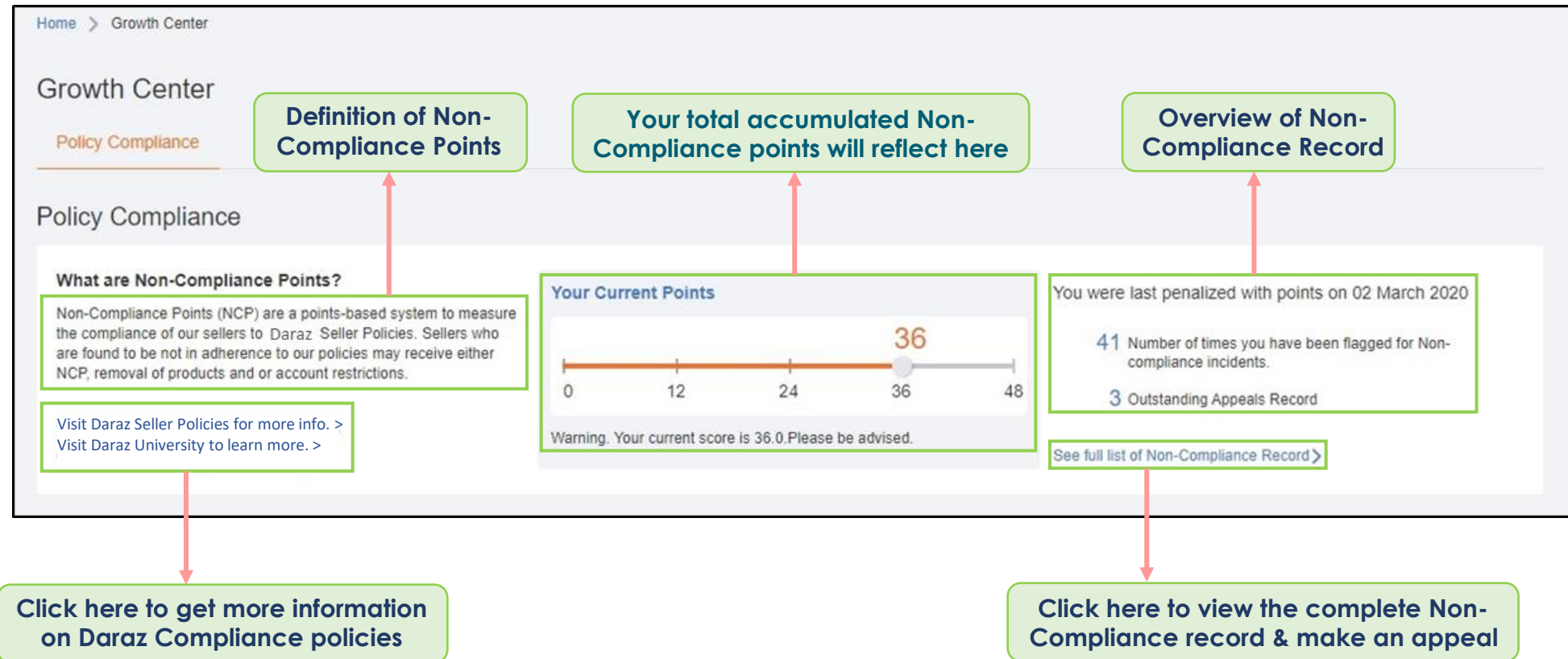
Growth Center is a new feature on Seller Center (ASC) that allows sellers to have complete visibility of their compliance to Daraz Policies

In addition to this, sellers will also be guided on ways to improve their performance and behavior to be more suited to Daraz compliance policies



This is how Growth Center appears on Seller Center

Elements Of Growth Center



Understanding Growth Center

1. Non-Compliance Record

View the complete record of non-compliance actions on your behalf

You may click on the **[+]** sign to learn more about your exact violation details

Home > Growth Center > Policy Compliance Summary

Policy Compliance Summary

SKU V **1**
Non-compliance Record
Appeal Record

Policy Violated
With Points
Execution Time
Record ID
Search

	Record ID	Policy Violated	Point	Execution Time	Action
+	752670224	Non-Compliance Point Penalty Milestone	0 ⓘ	2019-11-29 15:42:16	No Appeal
+	752670222	Fair Trading Policy	16 ⓘ	2019-11-29 15:42:15	Appeal
+	27310012	Policy	6 ⓘ	2019-03-14 18:53:01	Penalty Removed
+	24950079	Intellectual Property Rights Policy	0 ⓘ	2019-03-12 18:16:00	Penalty Removed

Policy Description
You have violated policy - Voucher and Subsidies Abuse not allowed.

Understanding Growth Center

2. Appeal Record

View the complete record of appeals that you have made

Home > Growth Center > Policy Compliance Summary

Policy Compliance Summary

SKU View
Non-compliance Re

2

Appeal Record

Status
Please select
Create Date
Record ID
Ticket ID
Search

	Ticket ID	Record ID	Item Name	Penalty Type	Create Date	Modified Date	Status
+	307000000174741	13510064	Seller Shop Name	Prohibited & Controlled Products Policy	2019-06-12 21:21:02	2019-06-20 21:05:47	Appeal Success

How To Access The Policy Library?

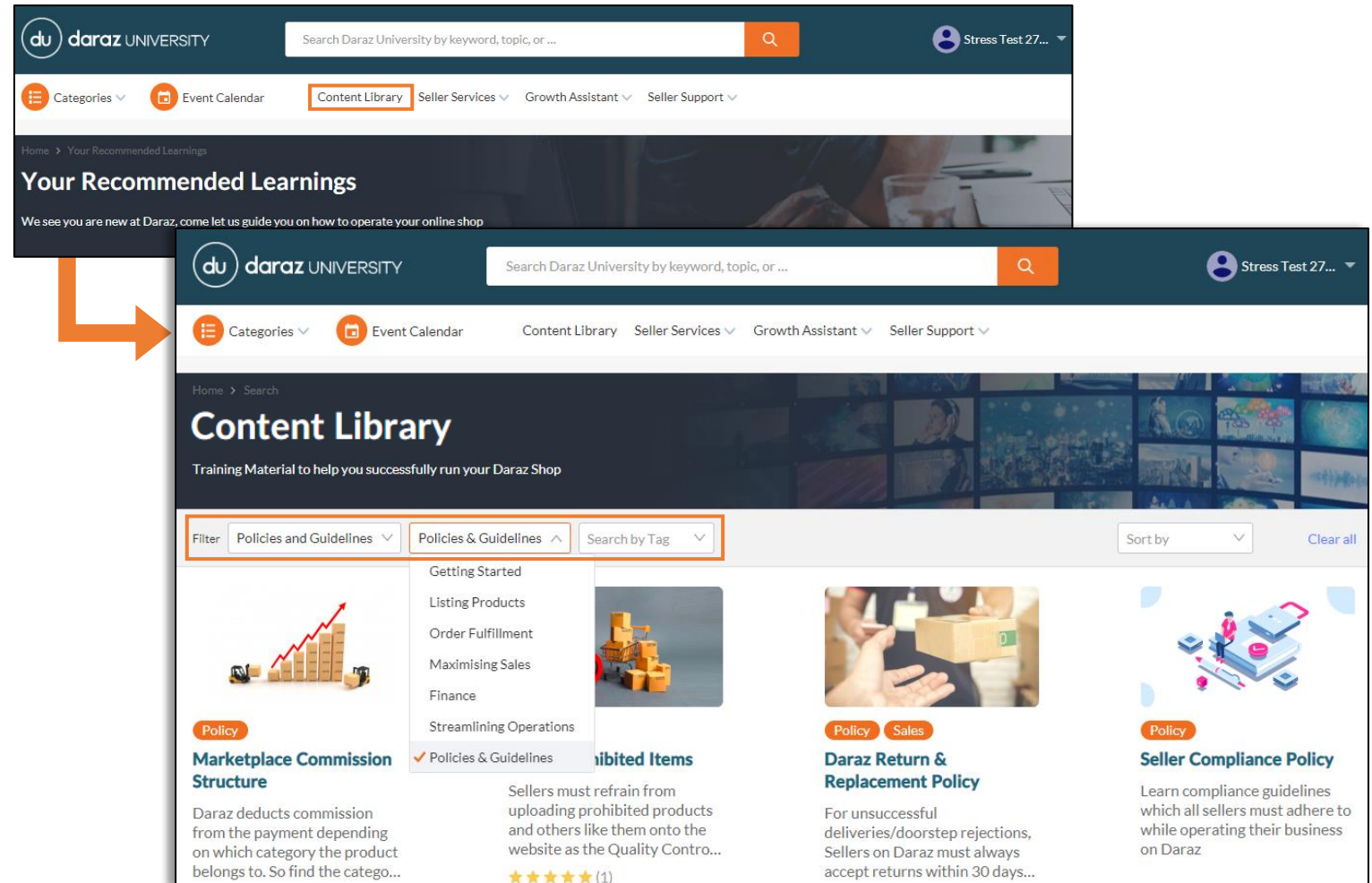
Login to Daraz University with your Seller Center credentials

On the homepage, click on [Content Library](#)

In the Content Library, you may use the filter to search by [content](#), [category](#) or [tags](#). Select Policies & Guideline

You can now refer to the Daraz Seller Policies to familiarize yourself with relevant boundaries and best practices on how to conduct yourself

Links to our Policy Library will also be provided in [Growth Center](#) when sellers are penalized





GROWTH CENTER

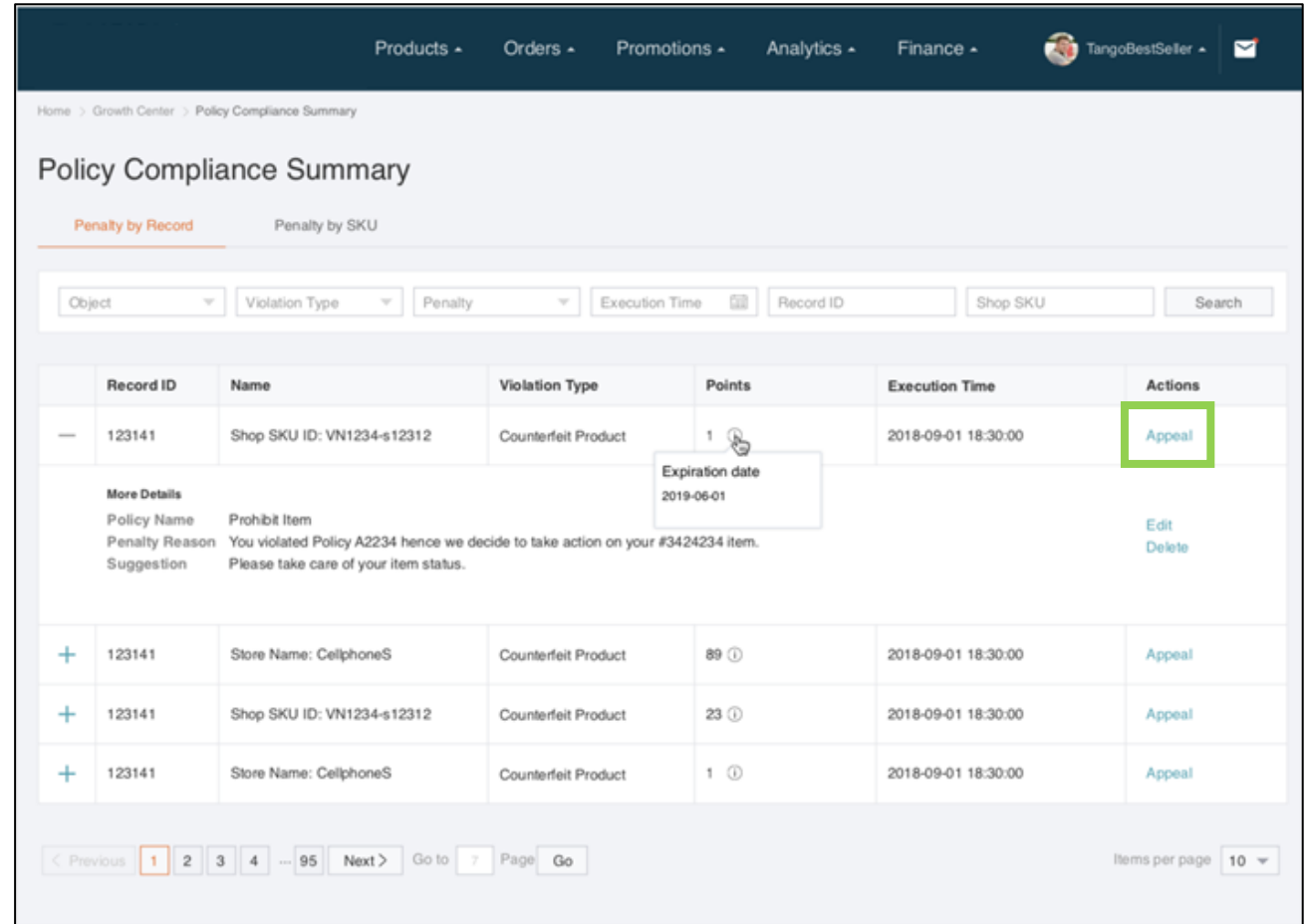
HOW TO CREATE AN APPEAL?

How To Make An Appeal?

If you have received a notification that you have violated our policy, but you do not agree with the decision, you can now file an appeal request through Growth Center

- **Click on Appeal**
- **An appeal ticket will be raised to the relevant business unit for review**

Sellers will be notified of the appeal outcome on Growth Center and via email



The screenshot shows the 'Policy Compliance Summary' page in a web application. The page has a dark blue header with navigation links: Products, Orders, Promotions, Analytics, Finance, and a user profile 'TangoBestSeller'. Below the header, the page title is 'Policy Compliance Summary' with tabs for 'Penalty by Record' (selected) and 'Penalty by SKU'. A search bar contains filters for Object, Violation Type, Penalty, Execution Time, Record ID, and Shop SKU. The main table lists violations with columns: Record ID, Name, Violation Type, Points, Execution Time, and Actions. The first row shows a violation with Record ID 123141, Name 'Shop SKU ID: VN1234-s12312', Violation Type 'Counterfeit Product', Points 1, and Execution Time '2018-09-01 18:30:00'. The 'Actions' column for this row has a green-bordered 'Appeal' button. A tooltip for the 'Points' column shows 'Expiration date 2019-06-01'. Below the table, there is a 'More Details' section for the selected violation, showing Policy Name 'Prohibit Item', Penalty Reason 'You violated Policy A2234 hence we decide to take action on your #3424234 item.', and Suggestion 'Please take care of your item status.'. At the bottom, there are 'Edit' and 'Delete' links. The footer shows pagination: '< Previous 1 2 3 4 ... 95 Next >' and 'Go to 7 Page Go'. The 'Items per page' is set to 10.

Record ID	Name	Violation Type	Points	Execution Time	Actions
123141	Shop SKU ID: VN1234-s12312	Counterfeit Product	1	2018-09-01 18:30:00	Appeal
More Details Policy Name: Prohibit Item Penalty Reason: You violated Policy A2234 hence we decide to take action on your #3424234 item. Suggestion: Please take care of your item status.					
123141	Store Name: CellphoneS	Counterfeit Product	89	2018-09-01 18:30:00	Appeal
123141	Shop SKU ID: VN1234-s12312	Counterfeit Product	23	2018-09-01 18:30:00	Appeal
123141	Store Name: CellphoneS	Counterfeit Product	1	2018-09-01 18:30:00	Appeal

How To Make An Appeal?

On the pop up *'I wish to appeal'* screen, sellers will have to explain the reason for why they are making an appeal

They must also attach supporting documents and sufficient evidence for a successful appeal

Home > Growth Center > Policy Compliance Summary

Policy Compliance Summary

SKU View Non-compliance

Policy Violated ▼

	Record ID	Violation Time	Action
+	752670224	-11-29 15:42:16	No Appeal
+	752670222	-11-29 15:42:15	Appeal
+	27310012	-03-14 18:53:01	Penalty Removed
+	24950079	-03-12 18:16:00	Penalty Removed
+	20710014	-03-01 16:58:01	Appeal Rejected

I wish to Appeal

My reason for appeal: (While waiting for the appeal outcome, we strongly encourage you not to delete the product listing in order for us to process your appeal. Thank you.)

Please detail your reason for appeal here. Do take note that we may ask for further supporting documents during the appeal review process.

Supporting files for appeal : Allowed types are PDF, JPG, PNG & GIF images. Maximum 2MB in size.

What Happens After I Make An Appeal?

Sellers will be notified of the appeal outcome on Growth Center and via email

The appeal statuses are as follows:

- **Appeal Sent**
- **Appeal In Progress**
- **Appeal Successful**
- **Appeal Rejected**

Home > Growth Center > Policy Compliance Summary

Policy Compliance Summary

SKU View **Non-compliance Record** Appeal Record

Policy Violated With Points Execution Tir Record ID Search

	Record ID	Policy Violated	Point	Execution Time	Action
+	752670224	Non-Compliance Point Penalty Milestone	0 ⓘ	2019-11-29 15:42:16	No Appeal
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What Happens After I Make An Appeal?



IF THE APPEAL IS ACCEPTED:

- Sellers will be notified of the outcome on Growth Center and receive an email
- The non-compliance points and/or account-related actions will be lifted immediately
- However, the non-compliance record will not be removed from Growth Center
- The non-compliance record will be displayed as font with strikethrough



IF THE APPEAL IS REJECTED:

- Sellers will be notified of the outcome on Growth Center and receive an email
- Sellers will not be able to lodge a second appeal via the system
- Sellers who wish to appeal further because they do not agree with the outcome, would need to contact SSC



HOPE YOU HAVE A HAPPY SELLING JOURNEY!

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